

# VAN NESS

# IMPROVEMENT PROJECT

*Van Ness BAC*  
*July 20*



**SFMTA**  
Municipal  
Transportation  
Agency



San Francisco  
**Water**  
**Power**  
**Sewer**



# *Agenda*

1. Call to order. Van Ness Business Advisory Committee members please sit at table.
2. Public comment for matters within BAC jurisdiction not on today's calendar.
3. Approval of minutes: May 18, 2017.
4. SFMTA staff updates.
5. Outreach update.
6. Next meeting: August 17, 3:00-4:30 p.m.

# *Public Comment*

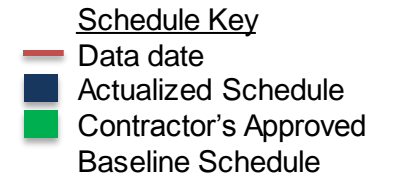
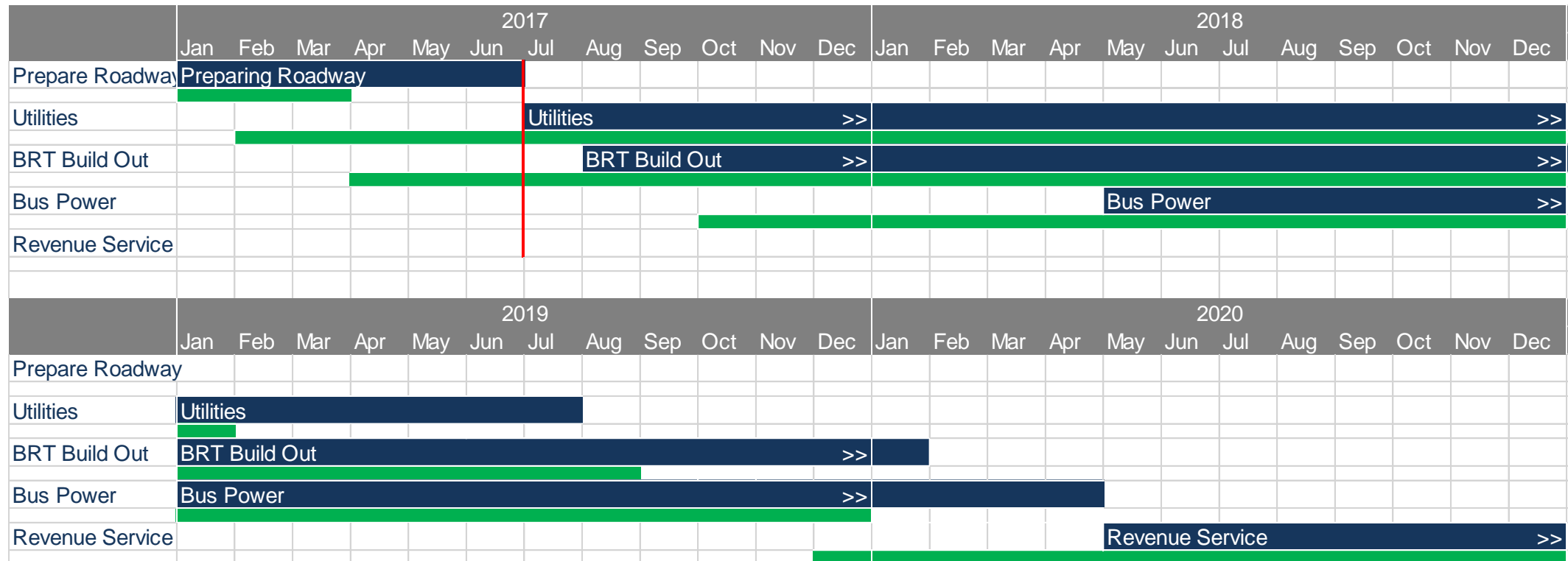
- See Public Comment Policy on back of agenda.
- Public comment for matters within the Van Ness Business Advisory Committee jurisdiction and are not on today's calendar.

# *Approval of Minutes*

- May 18, 2017.

# Staff Updates

- Project schedule



# Staff Updates

- Construction update
  - Existing roadway repair work was conducted to improve the road surface.
  - Traffic control maintenance and construction site preparation for utility work is underway.
  - Potholing for archeological purposes continues.



# Staff Updates

- Neighboring projects
  - Polk Streetscape Project
    - Crews have begun pole installation on Polk from Union to Vallejo.
    - “No Parking” signs have been posted and restricted parking within these blocks are required to perform the pending pole installation work.
    - Crews will work to free up parking spaces as soon as they are no longer needed as they work through the block.



# Outreach Update

- Pre-utility work outreach
  - Utility transition overview
    - 6 weeks: Weeks 1-3 establish the southern construction zone, Weeks 4-6 establish the northern construction zone.
    - The work for each zone will follow the same three-week process:
      - Week 1: Remark traffic lanes in the existing median area.
      - Week 2: Remark traffic lanes, remove parking, relocate loading zones.
      - Week 3: Shift traffic lanes, remove parking, relocate loading zones, reduce sidewalk width and adjust bus stops



# *Outreach Update*

- **Pre-utility work outreach**

- Outreach plan

- Weekly Weekend Release press release, Construction Forecast emails/text messages and Planned Update webpages
    - Direct outreach to blocks impacted by parking removal, loading zone relocations
    - Signage posted at bus stops
    - No parking signage posted in advance of removal
    - Changeable message signs on roadway
    - Press releases for each construction zone

# *Outreach Update*

- Van Ness BAC membership recruiting
  - Filling 4 vacancies
  - Outreach begins today
    - Email/text message update to project list, Project Update webpage
    - Direct outreach by staff to community groups and District Supervisors
    - Direct outreach by BAC members
  - Applications due August 31

# Outreach Update

- Outreach Calendar
  - Van Ness BRT Community Advisory Committee, July 27, 6:00-7:30 p.m., Union Square Conference Room.
  - Summer Van Ness Improvement Project newsletter late July/early August.
  - Meet the Expert event August 2.

**VAN NESS IMPROVEMENT PROJECT**

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## Street Smarts on Van Ness

*By Sean Cronin*

The Van Ness Improvement Project aims to bring the aging avenue into the future with miles of new water and sewer networks and San Francisco's first Bus Rapid Transit system. While work on these major upgrades continues, the SFMTA is using smart technology and advanced technological equipment and communications initiatives through its SFgo program to start making some seemingly small changes that will have a big impact on how people get around.

SFgo, a program that began in early 2000, aims to improve the quality of life for residents and visitors moving around the city by using technology that can identify, analyze and respond to transportation challenges.

For Van Ness Avenue, that means a safer, more efficient way of getting

around for everyone, whether they drive, take transit, bike or walk.

Some of the on-street infrastructure on Van Ness — like traffic signals — in San Francisco dates back to the mid-20th century. While it may not seem like new technology is necessary to change a light from green to red, upgrades can improve traffic flow and relieve congestion on our streets.

The upgrades coming to Van Ness Avenue include closed circuit television traffic cameras with the ability to monitor traffic in real-time on city streets. When combined with advanced traffic signal controllers, which allow for remote operations, like alternate signal timing, plans can be implemented to keep traffic moving.

Other upgrades include transit signal priority (see page 3), which allows city vehicles

to communicate with traffic signals as they approach an intersection. If a signal is about to change to yellow as a bus approaches, it will stay green for a few extra seconds to let the vehicle through. Despite its name, fire engines are also equipped with this technology.

**While it may not seem like new technology is necessary to change a light from green to red, upgrades can improve traffic flow and relieve congestion on our streets.**

Electronic informational displays are also part of the SFgo program. Sometimes referred to as variable message signs, these provide people information such

SEE TECH, PAGE 2

**GETTING BUSINESSES PREPPED**  
See page 2.

**TRANSIT-FIRST TECHNOLOGY**  
See page 3.

**SF'S CENTRAL NERVOUS SYSTEM**  
See page 3.

# OPEN FOR BUSINESS

## Van Ness Corridor

Office of Economic and Workforce Development  
City and County of San Francisco

# OPEN FOR BUSINESS MARKETING SURVEY

- Civic Edge Consulting, a consultant to the Office of Economic and Workforce Development (OEWD), will administer a survey to merchants along the Van Ness to help shape the corridor's Open for Business marketing plan. We will utilize the database of 160+ merchants provided by the San Francisco Municipal Transportation Agency (SFMTA) as our guide.
- We recommend utilizing a multi-faceted outreach methodology to allow all of the diverse businesses along Van Ness to be represented in the final survey results.

# ***SURVEY DEPLOYMENT TIMELINE***



# ***SURVEY OUTREACH PLAN***



- Create an online version of the survey
- Include survey details in SFMTA's existing eNewsletter for Van Ness
- Follow up with phone calls and door-to-door outreach, as needed

- Make calls to mid-larger business along the Van Ness corridor
- Prioritize administering the survey via phone or share the link via email
- Provide language assistance as needed

- Conduct door-to-door outreach
- Focus on segments of the corridor with lower survey participation by type of business (e.g. local restaurants, retail, small businesses, etc.)

# OPEN FOR BUSINESS

## Van Ness Corridor

Office of Economic and Workforce Development  
City and County of San Francisco



# *Next Meeting*



September 21, 3:00-4:30 p.m.

# Thank You



## VAN NESS

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[sfmta.com/vanness](https://sfmta.com/vanness)

